Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims:</u>

1-7. (Cancelled)

8. (Previously presented)   The method of claim 57, wherein the method further includes the steps of:

generating, using the product item identifier, product item information; and

providing the product item information as part of the message.

9. (Previously presented)   The method of claim 57, wherein the communication request is for sending a free message, the method further including the step of embedding advertising material within the message prior to forwarding the message.

10-32. (Cancelled)

33. (Previously presented)   The method of claim 59, wherein the method further includes the steps of:

generating, using the product item identifier, product item information; and

providing the product item information as part of the message.

34. (Previously presented)   The method of claim 59, wherein the communication request is for sending a free message, the method further including the step of embedding advertising material within the message prior to forwarding the message.

35-47. (Cancelled)

48. (Previously presented)   The method of any one of claims 57 and 59, wherein the product item identifier uniquely identifies the product item.

49. (Currently amended)   The method of any one of claims 57 and 59, wherein the coded data is portions are redundantly encoded.

50. (Currently amended)   The method of claim 49, wherein the coded data is portions are redundantly encoded using Reed-Solomon encoding.

51. (Cancelled)

52. (Previously presented)   The method of any one of claims 57 and 59, wherein the coded data portions are substantially invisible to the unaided eye.

53. (Previously presented)   The method of any one of claims 57 and 59, wherein the coded data portions are printed using infrared ink.

54-56. (Cancelled)

57. (Currently amended) A method of facilitating a communication using a product item, the product item including a surface having disposed thereon or therein coded data portions, each coded data portion encoding a product item identifier and position information identifying the position of the coded data portion on the surface of the product item, the method including the steps of:

receiving by a computer system sensing data from a user device, the sensing data resulting from sensing one of the coded data portions and includes the product item identifier and position information of the sensed coded data portion;

retrieving by the computer system, from a database and using the product item identifier, a description of coded data portions on the surface;

mapping by the computer system, using the description, the position information to a communication request;

determining by the computer system a provider server address of a server associated with the provider using the product item identifier;

receiving by the computer system from the user device a message and a destination address;

sending by the computer system the message and destination address to the ~~provider~~ server address; and

forwarding, by the ~~provider~~server, the message to the destination address.

58. (Cancelled)

59. (Currently amended) A method of facilitating a communication using a product item, the product item including a surface having disposed thereon or therein coded data portions, each coded data portion encoding a product item identifier and position information identifying the position of the coded data portion on the surface of the product item, the method including the steps of:

receiving by a computer system sensing data, the sensing data resulting from sensing the coded data portions and includes the product item identifier and position information of the sensed coded data portions;

retrieving by the computer system, from a database and using the product item identifier, a description of coded data portions on the surface;

mapping by the computer system, using the description, the position information to a communication request;

determining by the computer system a ~~provider~~ server address of a server~~associated with the provider~~ using the product item identifier;

extracting by the computer system from the sensing data a message and a destination address;

sending by the computer system to the ~~provider~~server address ~~associated with the provider~~ at least the message and the destination address; and

forwarding, by the ~~provider~~server, the message to the destination address.

60. (Previously presented) The method of claim 59, wherein at least one of the message and the destination is extracted from the sensing data through evaluating movement with respect to the surface of a sensing device used to sense the coded data portions.